

## CLAIMS

1? A method of advertising, comprising the steps of:

- providing a shipping/packaging container product;
- providing on a first predetermined area of said shipping/packaging container product a first advertisement of a first party owning said shipping/packaging container product; and
- providing on a second predetermined area of said shipping/packaging container product a second advertisement of a second party separate and distinct from said first party.

2. The method according to claim 1, wherein:

said second advertisement is provided on said second predetermined area of said shipping/packaging container product which would otherwise be a blank area or void of any printed detail.

3. The method according to claim 1, wherein:

said second predetermined area is allotted by said first party.

4. The method according to claim 2, wherein:

said second predetermined area is allotted by said first party.

5. The method according to claim 1, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on said shipping/packaging container product.
6. The method according to claim 2, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on said shipping/packaging container product.
7. The method according to claim 3, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on said shipping/packaging container product.

8. The method according to claim 4, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on said shipping/packaging container product.
9. The method according to claim 1, wherein:  
said second party is not affiliated in any way with said first party.
10. The method according to claim 8, wherein:  
said second party is not affiliated in any way with said first party.
11. A shipping/packaging container product, comprising:  
a shipping/packaging container body structure;  
a first predetermined area on said shipping/packaging container body structure having within said first predetermined area a first advertisement of a first party owning said shipping/packaging container; and  
a second predetermined area on said shipping/packaging container body structure having within said second predetermined area a second advertisement of a second party separate and distinct from said first party.

12. The shipping/packaging container product according to claim 11, wherein:

said second advertisement is disposed on said second predetermined area of said shipping/packaging container product which would otherwise be a blank area or void of any printed detail.

13. The shipping/packaging container product according to claim 11, wherein:

said second predetermined area is allotted by said first party.

14. The shipping/packaging container product according to claim 12, wherein:

said second predetermined area is allotted by said first party.

15. The shipping/packaging container product according to claim 11, wherein:

said second advertisement is provided by said second party to said first party; and

said first party determines said second predetermined area for said second advertisement on said shipping/packaging container product.

16. The shipping/ packaging container product according to claim 12,  
wherein:

said second advertisement is provided by said second party to said first  
party; and

said first party determines said second predetermined area for said second  
advertisement on said shipping/packaging container product.

17. The shipping/packaging container product according to claim 13,  
wherein:

said second advertisement is provided by said second party to said first  
party; and

said first party determines said second predetermined area for said second  
advertisement on said shipping/packaging container product.

18. The shipping/packaging container product according to claim 14,  
wherein:

said second advertisement is provided by said second party to said first  
party; and

said first party determines said second predetermined area for said second  
advertisement on said shipping/packaging container product.

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19. The shipping/packaging container product according to claim 11,  
wherein:

said second party is not affiliated in any way with said first party.

20. The shipping/packaging container product according to claim 18,  
wherein:

said second party is not affiliated in any way with said first party.